

**Invitation to a FREE WORKSHOP:  
An Introduction to New Media**  
8<sup>th</sup> July 2009 – MWB Business Exchange, Richmond.

There are an ever increasing number of ways to promote your business to new and existing customers. However, it can be difficult sometimes to keep track of all the options available to you. Join us on 8<sup>th</sup> July for a FREE workshop – Introduction to New Media - designed to introduce the concept of New Media, provide examples and help those attending understand the different forms of marketing and choose which can be added to their company's portfolio of marketing techniques.

This is an interactive workshop for all small and medium sized business owner managers and those involved in marketing and promoting the business who want to explore new ways of promoting their business

The workshop gives guidance on:

- Understanding what is meant by new media
- Understanding the importance of new media
- Learning key media facts
- Understanding the tools available to market online
- Making the most of new media
- Exploring good uses of new media
- Get started
- Where to go for help
- Q&A

The workshop is suitable for all small and medium sized business owner managers and those involved in marketing and promoting the business. Those attending the workshop will develop an understanding of how to utilise new media to drive up sales and profits.

The workshop will be followed by a lunch, for delegates to test out their marketing techniques and network with other businesses. The workshop is free, but there is a small charge of £10.95 + VAT for lunch, and you don't have to attend the lunch if you don't wish to.

**When & Where:**

Date: 8<sup>th</sup> July 2009

Time: 9.30am – 12pm, followed by networking lunch until 1.30pm

Venue: MWB Business Exchange  
Parkshot House, 5 Kew Road  
Richmond, TW9 2PR

**Our Free workshop programme is very popular, and as places are limited, please book early.**

**To book your place or to find out about future events, please call Julie on 020 8256 1287, email [events@southlondonbusiness.co.uk](mailto:events@southlondonbusiness.co.uk) or complete and return the attached booking form.**

## Workshop Booking Form

WORKSHOP TITLE: Introduction to New Media - 8<sup>th</sup> July 2009

COMPANY:

NAME:

EMAIL:

TEL:

ADDRESS:

POSTCODE:

NUMBER OF WORKSHOP ATTENDEES:

ATTENDEE NAMES:

Please indicate any additional requirements which may be necessary i.e.: access or dietary.

### NETWORKING LUNCH:

Join us for the networking lunch that follows the workshop for - **£10.95 + VAT** – per person. To book your place, please complete the credit card form below.

NUMBER OF ATTENDEES:

ATTENDEE NAMES:

### PAYMENT DETAILS:

Please highlight the appropriate boxes and fill in the relevant information where required.

Cardholder's Name:

Card Number:

Expiry Date:

Start Date

Issue Number

Security Number:

Please indicate card type:

Visa     Mastercard     Switch     Delta     Solo

Please send me an invoice to the above stated address.

Please return to: **Events @ South London Business , Cygnet House – 12/14 Sydenham Road , Croydon, CR9 2ET**  
Alternatively please fax to: **020 8681 5330**

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